# How to be Beautiful. .

. BY .
MADAM CLARE.

*My Face is my Fortune.*

Published by
The Icene Co., Birmingham.

PRICE **6d.**

# ICENIA BEAUTY CREAM.

This Cream is the most perfect and emollient

——— SKIN FOOD. ———

It cleanses and feeds the skin, eradicates wrinkles, fills out hollows, develops the bust, and gives to the skin the freshness of youth.

**1/3**
PER
LARGE
JAR.

**1/3**
PER
LARGE
JAR.

**ICENIA BEAUTY CREAM** contains no animal fat, arsenic or other poisonous substance deleterious to the skin. It does not promote the growth of superfluous hair. It is the only true **SKIN FOOD** which is readily absorbed by the skin.

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Manufactured by **THE ICENE Co., Birmingham.**

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# How to be Beautiful.

*By Madam Clare.*

A beautiful complexion is the desire of every woman. It is not given to all to be born beautiful, yet every woman may have a lovely complexion if she use the proper means to attain it.

There is no feminine beauty like that of a perfectly healthy, clear, smooth skin, with the bloom of youth upon it. A woman who neglects her skin may be one of those who objects to what she calls "make-up." The use of a true skin food is not what is known as "making-up." It means helping Nature. Where Nature is deficient, it is necessary to help her, and this can be done with a little patience and perseverance. It must be borne in mind that the skin is most sensitive, and ought to be very carefully treated. It is exceedingly bad to use rough towels, thick, scrubby loofahs, or so-called complexion brushes. When any of these are used it will be found that the skin becomes thickened,

red, coarse, and practically ruined. It requires treating as though it were some delicate fabric, as, in fact, it is, to be kept scrupulously clean, and very gently stimulated. Excesses of all kinds are detrimental to the complexion. Too much pastry or confections of any kind are also harmful. Plenty of fresh air, good ventilation, out-door exercise, and proper care of the internal organs of the body are absolutely essential.

The use of improper cosmetics, dangerous complexion washes, which all contain poisonous metals liable to cause irritable skin diseases, cheap soaps, and bad complexion powders, should be avoided. Hot water must never be used to wash the face, it makes the complexion red and rough; tepid water may be used if the skin is too sensitive and cannot withstand cold.

I have noticed that wherever these simple hints are carried out, the most astonishing change in the complexion takes place.

Worry is another cause of ruined complexions; worry causes wrinkles, and nothing suggests old age more than wrinkles, but with proper care and treatment they can easily be removed without injury to the skin or the health of the person so affected. The true secret of beauty is health and cleanliness, soap and water alone are not sufficient to cleanse the skin, they do not remove the dust

and grime that clog it. Soaps absorb the *Natural Fat* of the skin, leaving it dry and liable to "skinning." It is in such case that skin food is necessary. A pure skin food must be used, not simply smeared on, but properly massaged in. **Icenia Beauty Cream** is absolutely pure, and is the only true Skin Food known. It will remove every particle of dirt lodged in the pores of the skin. By the regular and persistent use of Icenia Beauty Cream, the complexion is made beautifully clean and clear, and it is the only preparation made which will enable woman to retain her youth and beauty. Another advantage it has over ordinary face creams, skin foods, lanoline cream, etc., is that it does not promote or in any way increase the growth of superfluous hair on the skin. It contains no fatty or oily substance. It is not granular, and cannot possibly become rancid, and is delicately perfumed with genuine Oriental Attar of Roses.

## HOW TO USE ICENIA BEAUTY CREAM.

Soap and water do not entirely cleanse the skin, they only remove the surface dirt. This can easily be proved as follows:—Carefully wash the face, then dry it; now rub a little

**Icenia Beauty Cream** into the skin and gently wipe off immediately ; the towel is soiled, thus proving that washing is not sufficient to remove all the accumulations of dirt.

Great care must be taken on retiring to bed to carefully rub the face with chamois leather —the Icenia Complexion Chamois is chemically pure, and is best for the purpose—to remove perspiration and any loose particles adhering to the skin, rubbing gently in the opposite direction to which any wrinkles run. After five minutes, softly massage in a little of the Icenia Beauty Cream with a circular movement, until the entire face is covered with the cream, and continue slowly the massaging until the cream is absorbed.

When squeezing out black heads and pimples first *steam* the face. This is readily done by pouring boiling water into a large basin, and plunging the face into the steam, gently dry the face with a soft towel, then very carefully soften the skin by rubbing in as much Icenia Beauty Cream as the skin will absorb. Gently press towards the centre with finger tips around the spot, forcing out the secretion. Do not continue pressing when watery fluid begins to exude— the pore is empty—further squeezing will enlarge and irritate the pores of the skin.

**The development of the face, neck, and bust** may be accomplished very easily by simple methods.

(1) To develop sunken cheeks, place your fingers, dipped in the Icenia Beauty Cream, beneath the chin, drawing up on each side of the face to the temples, using an upward and circular movement at both sides of the mouth to just below the eyes. Then very gently pat the cheeks until they tingle, at the same time using as much Icenia Cream as the skin will absorb.

(2) For the neck, stroke from chin downward with a circular movement.

(3) For the bust, manipulate from below the bust with a circular movement upward to the shoulders, using as much cream as the skin will absorb.

(4) To remove wrinkles from forehead, rub gently upwards; it is surprising the change that takes place after regular and persistent use of Icenia Cream.

(5) To remove "Crow's Feet," rub with a circular movement towards the temples, using Icenia Cream.

(6) To remove a double chin, rub firmly but gently downwards with Icenia Cream for at least five minutes each day.

To cultivate a lovely neck, there is a simple physical exercise which should also be practised daily. Clasp your hands at back of head,

press firmly, and move head slowly backward and forward until chin touches chest, continue fifteen to twenty times. Afterwards massage gently with Icenia Cream. This exercise also tends to develop the bust.

You must not lose sight of the fact that Icenia Beauty Cream is a perfect food and cleanser for the skin. Use it instead of soap for a few days, and notice the improvement in your complexion.

A hint to ladies who like to use powder. Rub in a little Icenia Cream, gently wipe with a soft towel, then apply the powder with the Icenia Complexion Chamois. The result will be most pleasing. The powder adheres to the skin without being seen, and is not affected by cold or heat. The Icenia Cream, being a perfect protection from all weathers and temperature, is invaluable to motorists, golfers, yachtswomen and sportswomen of every class, and is largely used by the theatrical profession on account of its soothing and healing properties.

I have seen so-called Beauty Specialists recommend lotions to *close the pores of the skin.* This is not only a most dangerous proceeding, but is against all laws of nature. The pores of the skin must not be closed. Hence this warning note.

*Icenia Beauty Cream costs* 1/3 *per jar.*

# What grateful users of Icenia Beauty Cream say:

To The Icene Co., Dale End, Birmingham.

Gentlemen,—"It is with very great pleasure I write to express my gratitude for your Icenia Beauty Cream. I have found it most healing and soothing, and for baby's skin I have found it has worked wonders. I shall always recommend it to my friends."

The Icene Co., Birmingham.

Gentlemen,—"I have great pleasure in adding my testimony in praise of your Beauty Cream, I find it an excellent skin food and a delightful and necessary adjunct to the toilet table."

To The Icene Co.

Dear Sirs,—"Will you please send me another pot of your Icenia Beauty Cream? I have used this Cream for some considerable time, and find it preferable to all others for keeping the skin in perfect condition in summer or winter."

"Mrs. ——— will be glad if the Icene Co. will forward her another jar of their Beauty Cream. She finds it a most soothing and healing preparation. It is also of great use in improving the appearance of the neck and chest when wearing evening dress."

### ICENIA COMPLEXION CHAMOIS

is chemically pure, and specially prepared by a scientific process for use in conjunction with the Icenia Beauty Cream.

It is far superior to the ordinary puffs for applying powder to the skin, besides removing any dust or smuts that cling to it. When soiled, the chamois can readily be cleaned by washing in warm water with a little ammonia. Do not use soap, it hardens the chamois.

*Sold in a neat Box, 6d. each, 3 for 1/3.*



## Other Preparations of the ICENE CO.

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### DR. CLARE'S

### American Wintergreen Tooth Powder

preserves the enamel in a white and pearly condition. Being thoroughly antiseptic, it kills all germs, and therefore prevents decay. It produces a delightful sensation of cleanliness and freshness in the mouth, removes all impurities. It keeps the gums healthy and the breath sweet. It is recommended by the leading dentists.

*Sold in Patent Bottles, 1/- each, 3 for 2/6.*

## DR. CLARE'S

## American Wintergreen Tooth Paste.

To those who prefer a paste to powder, we have every confidence in recommending this Tooth Paste. Owing to the peculiar ingredients in the Dr. Clare's Tooth Powder, great difficulty was experienced in converting it into a paste, but after many expensive experiments we have been able to do so. The result has been most gratifying. While retaining all the properties of the Powder, it prevents and removes discoloration. It is invaluable to smokers, and protects the mouth and throat against germ infection. It is most economical, and has met with great praise from all users of it.

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*Sold in Tubes,* 7½*d. each,* 3 *for* 1/9.

## ICENE

is the most marvellous remedy ever made for chapped hands, burns, cuts, abrasions, cracked lips, etc.

Invaluable to those who have to use their hands in water frequently. The success of this remedy has been instantaneous, and has in many instances cured chapped and rough hands with one application.

*Sold in Cakes, 1d. and 3d. each. Per post, 1d. extra.*

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**Beware of Spurious Imitations.**

## ICENIA PERFUME

is the most exquisite perfume ever offered to the public. Delicate, refreshing, lasting, a charm to existence. Most elegantly put up in registered pattern cut-glass bottles. It is at once a most charming and acceptable present to any lady.

*1/6 and 2/6 per Bottle.*

*Samples, 3d. each.*

THE

## ICENIA PERFUME SPRAY

is most elegant and neat. It is made of very fine white crystal cut glass, with heavily gilt mount, and new patent bellows, giving a continuous spray. It is most economical in use, and a dainty present.

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*2/- each, complete.*

## ICENIA BEAUTY SOAP.

A highly super-fatted skin soap, delicately perfumed with Icenia Perfume. Delightful and lasting in use.

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*1/- per Box.*

DR. CLARE'S

# MAGIC CORN SILK.

7½d. and 1/1½ PER PACKET.

Dr. Clare's Corn Silk is absolutely different from any common plasters in use, and must not be confounded with them because of any slight resemblance. It is superior in every way to any other so-called corn cure. It is a thin tissue plaster on silk, and cannot be felt in the boot. Can be cut to size of corn. It is truly a wonderful remedy, as the numerous and grateful testimonials go to prove.

# Some Recent Testimonials.

*The following are a few of the Testimonials we have lately received. Originals may be seen if desired. We do not publish names without express permission.*

Mrs. ——, Alcester Road, Bromsgrove :—

"I have found Dr. Clare's Corn Silk the only reliable cure for corns. I have used it frequently for the last two years, and I can safely say it has no equal. I shall never tire in recommending it to my friends. Please forward me another packet."

—— ——, Esq., Alexandra Road, Burton-on-Trent :—

"The Corn Silk was of great relief, as a brutal corn was removed, and now I can walk in comfort. For months before I used the Silk I could hardly get along."

Miss ——, Fornham St. Martin's, Bury St. Edmunds :—

"I must say I have derived a great benefit after using the Corn Silk, and my friends also whom I have recommended it to."

Miss ——, Derby Road, Burton-on-Trent :—

"Miss —— has much pleasure in saying she has derived much benefit from the use of Dr. Clare's Corn Silk, and she will always recommend it to her friends."

Mrs. Briggs, Ashfield Villa, Llanfairfechan :—

"My corns, which have troubled me for over thirty years, are now entirely gone by using Dr. Clare's Magic Corn Silk. I had tried almost every kind of plasters, but to no good. I have recommended Dr. Clare's Corn Silk to a number of my friends, and they all declare it to be the best and surest cure known. You are at liberty to make any use of this letter for the benefit of others suffering from troublesome corns."

THE ICENE CO.'S preparations can be obtained from all Chemists. If any difficulty be experienced in obtaining any of our specialities, we shall be pleased to send them post free on receipt of Postal Order, accompanied with the name and address of your chemist, if you desire to obtain it through him.

N.B.—All orders and correspondence are treated with the utmost confidence, and we are always pleased to give our expert advice free on receipt of letter with stamped addressed envelope, stating freely any information you think will help us in our advice to you.

Only Address:—

**THE ICENE CO,**

**10B DALE END, BIRMINGHAM.**



Sold by

HEDGES & SON, CASH CHEMISTS, DALE END AND BRANCHES.